

## REMARKS

Claims 1-2, 4-5, 8-13, 15-20, 22-27, 29-30 and 37-44 are pending.

## §103 Rejections

Claims 17-20, 23-27, 29, 30 and 37-44 were rejected under 35 U.S.C. §103(a) as being unpatentable over U.S. Patent No. 5,978,013 to Jones (“Jones”) in view of U.S. Patent Publication Application No. 2002/0120927 to Harada et al. (“Harada”), in further view of U.S. Patent No. 6,075,971 to Williams et al. (“Williams”). Claims 1, 2, 4, 5, 9, 11, 13 and 22 were rejected under 35 U.S.C. §103(a) as being unpatentable over Jones, in view of Harada, in further view of Williams, in further view of U.S. Patent No. 4,674,041 to Lemon et al. (“Lemon”), and in further view of U.S. Patent Publication Application No. 2002/0138349 to Platt (“Platt”). Claim 8 was rejected under 35 U.S.C. §103(a) as being unpatentable over Jones, in view of Harada, in view of Williams, in view of Lemon, in view of Platt, and in further view of U.S. Patent No. 6,169,543 to Wehmeyer (“Wehmeyer”). Claims 10 and 12 were rejected under 35 U.S.C. §103(a) as being unpatentable over Jones, in view of Harada, in view of Williams, in view of Lemon, in view of Platt, and in further view of U.S. Patent No. 5,488,423 to Walkingshaw et al. (“Walkingshaw”). Claims 15-16 were rejected under 35 U.S.C. §103(a) as being unpatentable over Jones, in view of Harada, in view of Williams, in view of Lemon, in view of Platt, and further in view of U.S. Patent No. 6,336,098 to Fortenberry et al. (“Fortenberry”). The Applicant traverses these rejections.

Newly cited Williams does not teach or disclose “*filtering the information to exclude coupons from merchants not listed on a participating merchant list*”, as recited for example in Claim 1, and similar features recited in the remaining independent claims.

Williams discloses screening coupons based on user preference profiles (see, e.g., Williams at C6/L49-56), for example activities that the user enjoys, types of TV programming that the user enjoys, geographic location, native language, annual salary, professional occupation, types of food enjoyed, and so forth (see, e.g., C6/L13-24).

The Examiner incorrectly states that Williams' screening of coupons based on user preference and profile information discloses filtering coupons to exclude those not from merchants listed on the claimed "participating merchant list". The Examiner's argument is incorrect because user preferences regarding activities, TV programs, and types of food are not the same as a "white" list of merchants, for example a list of participating merchants whose coupons are not excluded, while coupons from merchants not on the list are filtered and excluded as variously encompassed by the independent claims. Williams' user preferences are directed to specific products or classes of products, rather than merchants. Accordingly, Williams fails to disclose or suggest "*filtering the information to exclude coupons from merchants not listed on a participating merchant list*", as recited for example in Claim 1, and similar features recited in the remaining independent claims.

The remaining applied references fail to overcome these deficiencies of Williams, and therefore the asserted combinations fail to disclose or suggest the claimed invention. Withdrawal of the various claim rejections under 35 U.S.C. § 103(a) is respectfully requested.

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In view of the above, each of the presently pending claims in this application is believed to be in immediate condition for allowance. Accordingly, the Examiner is respectfully requested to pass this application to issue. If the Examiner has any questions or concerns, the Applicant encourages the Examiner to contact Applicant's undersigned representative at the telephone number listed below.

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Respectfully submitted,

By 

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